

# New brand, new me

Redesigning pages templates to increase conversion

THURSDAY 21 MAY 2020

# Who are we?

Calum McGregor

**DIGITAL ENGAGEMENT OFFICER, CPRE THE COUNTRYSIDE CHARITY**

Glyn Thomas

**ROOT TO BRANCH COMMUNICATIONS**

# New brand, new me

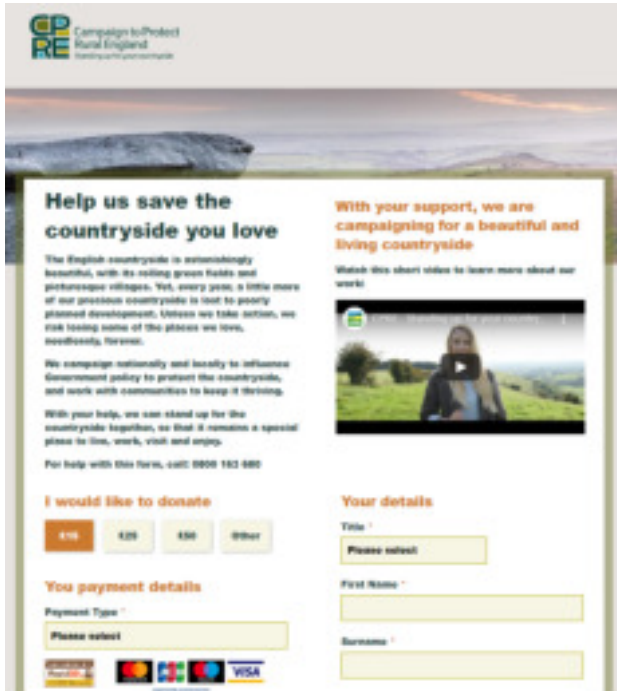
The story of how we redesigned our Engaging Networks templates to launch with our new brand

- Why we started the project
- How we managed the project
- Custom development
- How we increased our conversion rate by 5x
- Key learnings and takeaways

# Project background



# Project background



**CPRE** Campaign to Protect Rural England  
Protecting the countryside

## Help us save the countryside you love

The English countryside is astonishingly beautiful, with its rolling green fields and picturesque villages. Yet, every year, a little more of our precious countryside is lost to poorly planned development. Unless we take action, we risk losing some of the places we love, needlessly, forever.

We campaign nationally and locally to influence Government policy to protect the countryside, and work with communities to keep it thriving.

With your help, we can stand up for the countryside together, so that it remains a special place to live, work, visit and enjoy.

For help with this form, call: 0800 163 680


### I would like to donate

☐ £10 ☐ £25 ☐ £50 ☐ Other

### Your payment details

Payment Type \*

Please select



### Your details

Title \*

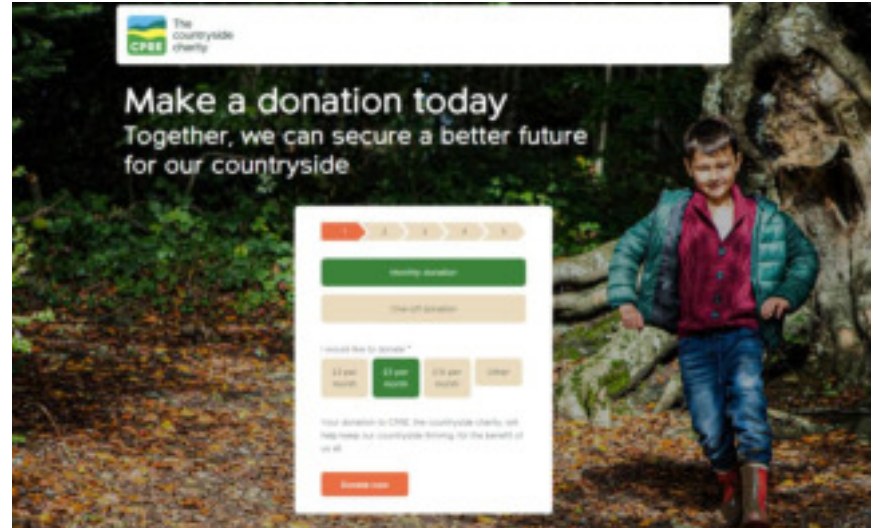

Please select

First Name \*

Surname \*

With your support, we are campaigning for a beautiful and living countryside

Watch this short video to learn more about our work!



**CNE** The Countryside Charity

## Make a donation today

Together, we can secure a better future for our countryside


☒ One-off donation ☐ Monthly donation

How much do you donate? \*


☐ £1 per month ☒ £3 per month ☐ £10 per month ☐ Other

Your donation to CNE, the countryside charity, will help keep our countryside thriving for the benefit of us all.

# Where we were



CPRE  
Campaign to Protect  
Rural England  
countrysidecharity.org.uk



## Help us save the countryside you love

The English countryside is an amazingly beautiful, with its rolling green fields and picturesque villages. Yet, every year, a little more of our precious countryside is lost to poorly planned development. Unless we take action, we risk losing some of the places we love, irrevocably forever.


We campaign nationally and locally to influence Government policy to protect the countryside, and work with communities to keep it thriving.

With your help, we can stand up for the countryside together, so that it remains a special place to live, work, visit and enjoy.

For help with this form, call 0800 142 686

### With your support, we are campaigning for a beautiful and living countryside

Watch this short video to learn more about our work!







#### I would like to donate

#### Your payment details

Payment Type \*

Please select



#### Your details

Title \*

Please select

First Name \*

Surname \*

WorldPay

Card Holder Name \*

Cathie Mullerger

Card Number \*

6000

Expiry date \*

MM \* YY \*

CVV Number \*

Email Address \*

Postcode \*

Address Line 1 \*

Address Line 2 \*

Town/City \*

Country \*

United Kingdom

Telephone number

Mobile number

### Stay in touch

Your support is important to us so we would like to keep in touch. We will write to you about our work, campaigns, fundraising, events and other ways you can help keep our countryside thriving.

Please let us know below if you are also happy to hear from us in the following ways:

☐ Yes, I am happy to be contacted by email

☐ Yes, I am happy to be contacted by phone

☐ Yes, I am happy to be contacted by phone

☐ Yes, I am happy to be contacted by SMS text message

Don't forget you can choose to change how we communicate with you or ask to stop hearing from us at any time. Simply email us at [contact@cpresave.org.uk](mailto:contact@cpresave.org.uk) or telephone us on 0800 142686.

#### Your privacy and data protection

CPRE holds and manages your details in accordance with the Data Protection Act 2018. We do not share, sell or pass your information with other organisations for their own marketing purposes. Please read our [Privacy Policy](#) for more information.

*Gift Aid* BOOST YOUR DONATION BY 25P FOR EVERY £1 YOU DONATE

Gift Aid is reclaimed by CPRE from the tax you pay for the current tax year. Your address is needed to identify you as a current UK tax payer. In order to Gift Aid your donation you must tick the box below:

☐ I want to Gift Aid this payment and any donations or membership subscriptions I make from the date of this declaration, until I notify you otherwise

I am a UK tax payer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

If your circumstances change, or you want to cancel your declaration, please contact us on 0800 142686.

☐ I'm not a resident



# Good form design

The screenshot shows a web form for a campaign to protect the English countryside. The form is titled 'Help us save the countryside you love' and includes a video player. The form is divided into two main sections: 'I would like to donate' and 'Your details'. The 'I would like to donate' section has a 'Payment type' dropdown set to 'Please select' and a 'Payment amount' dropdown with options for £10, £20, £50, and 'Other'. The 'Your details' section has a 'First Name' field and a 'Surname' field, both with 'Please select' as the initial value. The form is styled with a clean, modern design, featuring a light blue header and a white background. The text is clear and legible, and the form fields are well-defined.

We needed....

- Bright, fresh colours
- Inline field validation
- Clear progression and steps
- Mobile-first design
- Key information above the fold
- Flexibility

The only way was up!

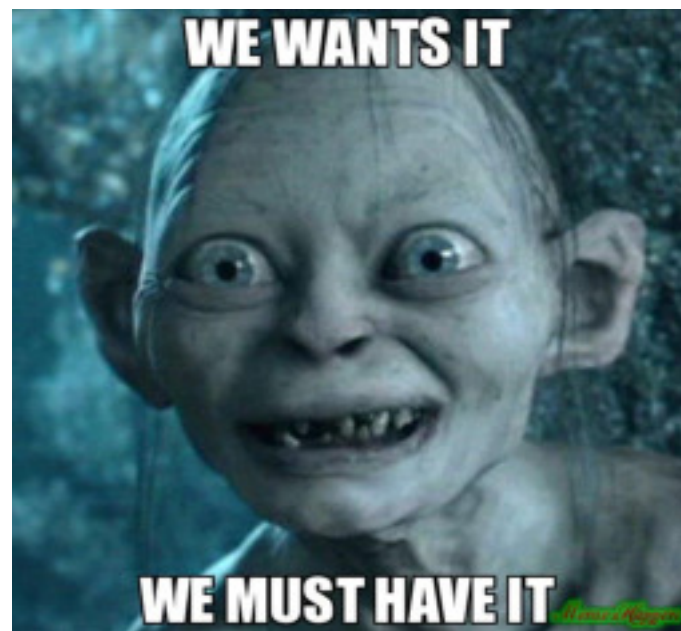
# Phase 1



- Late change of plan for brand launch
- Built three template flavours
- 6 weeks from initiation to completion, in two sprints



# Phase 1



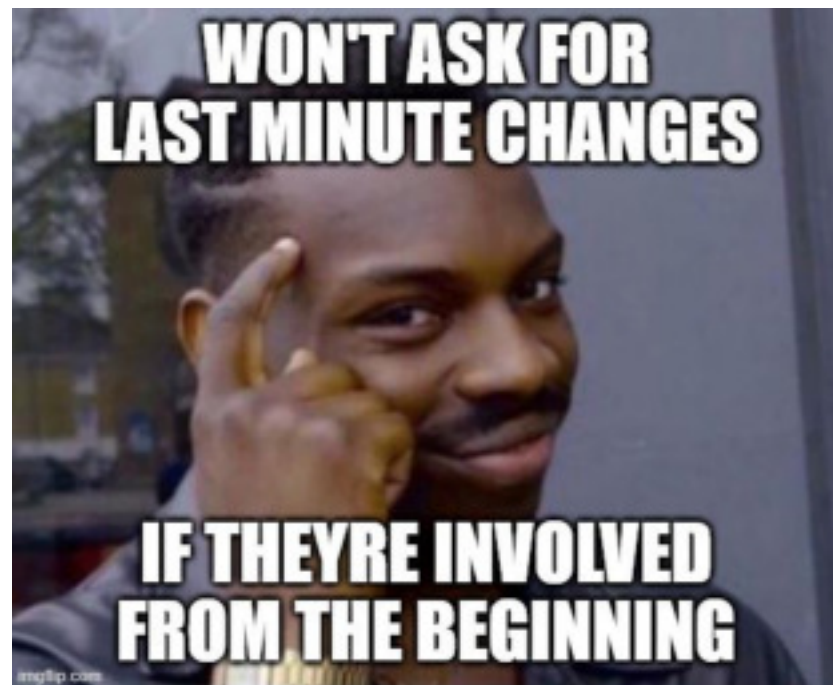
- Divided the project into must-have features and nice-to-have features
- Focused on delivering must-have features in phase 1

# Phase 1



- Agile, SCRUM, Kanban elements
- Relied on CPRE being really quick to test and check things, and feedback quickly

# Phase 1 – Keeping it close



- Small team for UAT and design approval
- Used new website concepts to save time
- Iterative approach works like magic

# Phase 1 – Two column design

The countryside charity  
CPRE

## Submit your Star Count results

1. Your Star Count 2. Confirmation

### How to do a Star Count

You can submit counts from anywhere in the UK that you did between Friday 21 February and Saturday 28 February 2020.

- ★ If you see fewer than 10 stars, this indicates severe light pollution. See over 10 stars? Lucky you, you're looking at a truly dark sky!
- 📍 You can submit more than one count if you wish, but we may not be able to add them all to our interactive map.
- 📖 For more information on how to do a Star Count, [check out our website](#).

### Submit your Star Count

Please use the form below to submit your Star Count results.

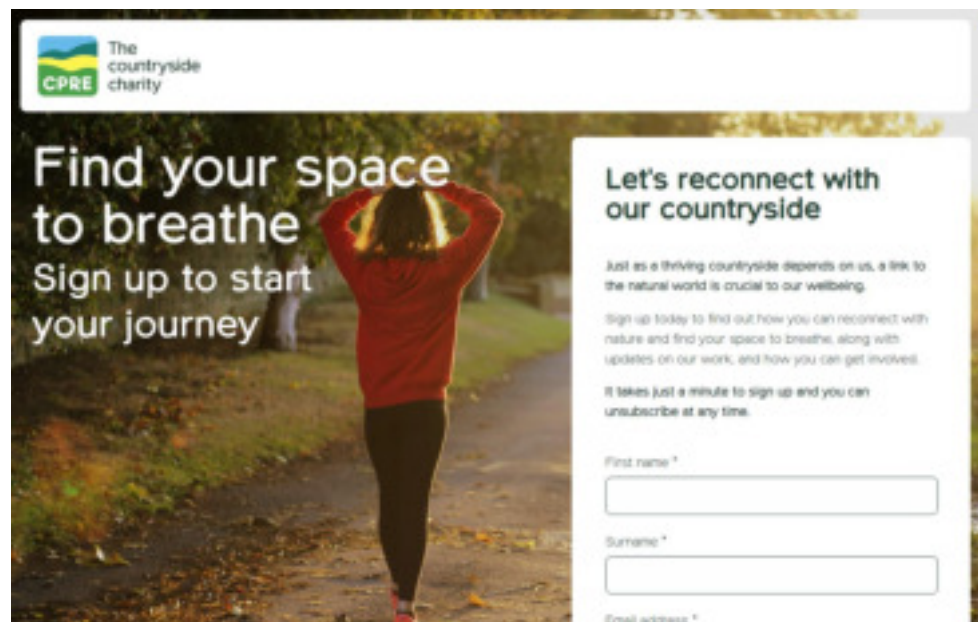
First name \*\*

Surname \*\*

Email address \*

- Delivered on time
- Three template flavours
- Great feedback from brand and web teams

# Phase 1 – Full-screen image



- Delivered on time
- Three template flavours
- Great feedback from brand and web teams

# Phase 1 – Key improvements

Phone number (optional)

Keep typing your address to display more results

SE1 14

SE1 1AA Starman Street, London - 47 Addresses

SE1 1AB Whitechapel, London - 15 Addresses

SE1 1AD Starman Street, London - 82 Addresses

SE1 1AE Starman Place, London - 14 Addresses

SE1 1AG Aulton Place, London - 23 Addresses

SE1 1AH Radford Street, London - 15 Addresses

SE1 1AJ Mutton Street, London - 34 Addresses

Town/city \*



## Your payment details

Card holder name \*

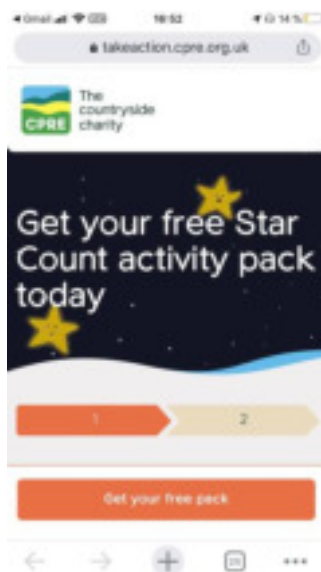
Please check your card number

Debit/credit card number \*

Card expiry date \*

CVV number \*

Make donation



- Overall layout
- Mobile compatibility
- Inline field validation
- Address look up
- Progress indicators
- Skip to form button on mobile

# Phase 2 – Membership and donation



The screenshot shows the CPRE website's membership page. At the top left is the CPRE logo with the text 'Campaign to Protect Rural England' and 'Leading the fight for green landscapes'. The background is a scenic landscape with a large stone in the foreground. The page is divided into two main sections: 'Become a member, join' and 'Direct Debit'. The 'Become a member, join' section has a sub-header 'Give from £3 per month to join CPRE' and a paragraph stating 'Joining is one of the most effective ways to stand up for the countryside. We put your money to good use as it funds our efforts to keep our precious countryside safe.' It also mentions 'As well as doing your bit to protect the English countryside, you'll receive some great perks as a member of CPRE:' followed by three bullet points: 'You'll receive our regular Countryside Voice magazine, featuring news and updates on our campaigning work, in-depth features, lively opinion pieces, letters from readers, beautiful photographs and much more.', 'Your membership also entitles you to discounted entry to around 200 of England's most splendid houses and gardens.', and 'You'll also be able to save money on outdoor gear for your next walk or adventure with 10% off at Cotswold Outdoor.' The 'Direct Debit' section has a sub-header 'Credit or debit card' and a paragraph 'members, we are campaigning for a beautiful and living countryside'. It includes a video player with the title 'CPRE - Standing up for your countryside' and a play button icon.

## Aims

- Redevelop our web donate and membership forms
- Improve user journey
- Ready to launch with our new website in November
- Increase conversion
- Reduce bounce rate



# Phase 2 – Membership and donation



**Become a member, join**

**Give from £3 per month to join CPRE**

Joining is one of the most effective ways to stand up for the countryside. We put your money to good use as it funds our efforts to keep our precious countryside safe.

As well as doing your bit to protect the English countryside, you'll receive some great perks as a member of CPRE:

- You'll receive our regular Countryside Voice magazine, featuring news and updates on our campaigning work, in-depth features, lively opinion pieces, letters from readers, beautiful photographs and much more.
- Your membership also entitles you to discounted entry to around 200 of England's most splendid houses and gardens.
- You'll also be able to save money on outdoor gear for your next walk or adventure with 10% off at Cotswold Outdoor.


So what are you waiting for? Become a

**Direct Debit**


**Credit or debit card**

**members, we are campaigning for a beautiful and living countryside**

Watch this short video to learn more about our work.



**Join us**  
Become a member from as little as £3 a month



Becoming a member is the best way to support a beautiful, thriving countryside for all.

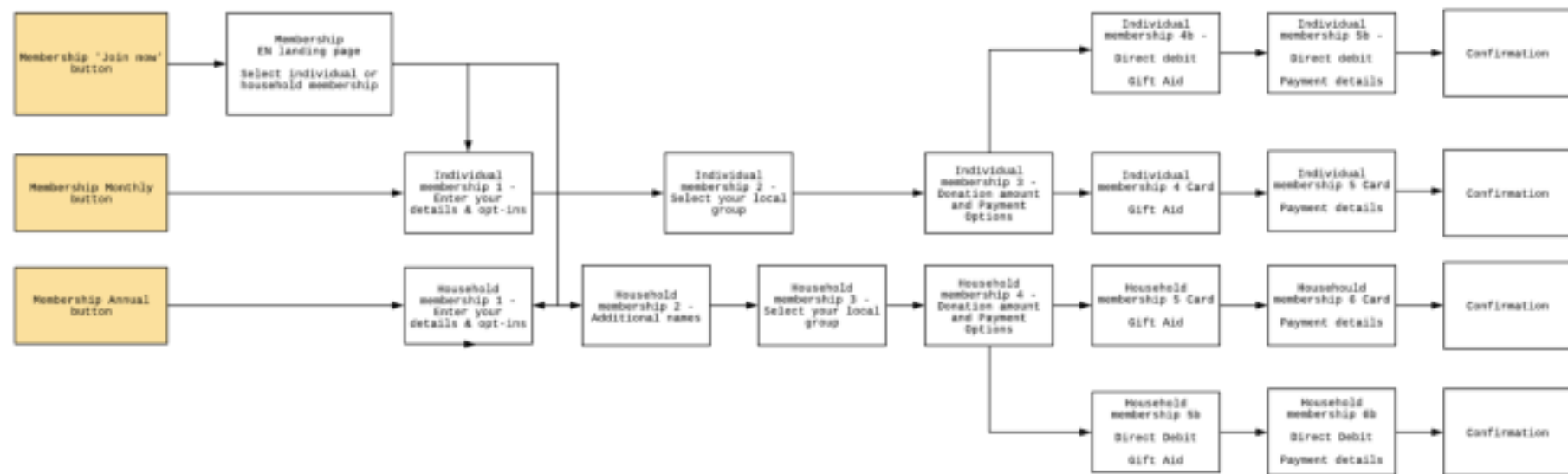
As well as doing your bit to protect the English countryside, you'll receive some great perks as a member of CPRE, such as our members' magazine, Countryside Voices, monthly subscriptions and exclusive discounts for countryside attractions and clothing.

You can be a part of the movement by giving as little as £3. Please select a membership type below.

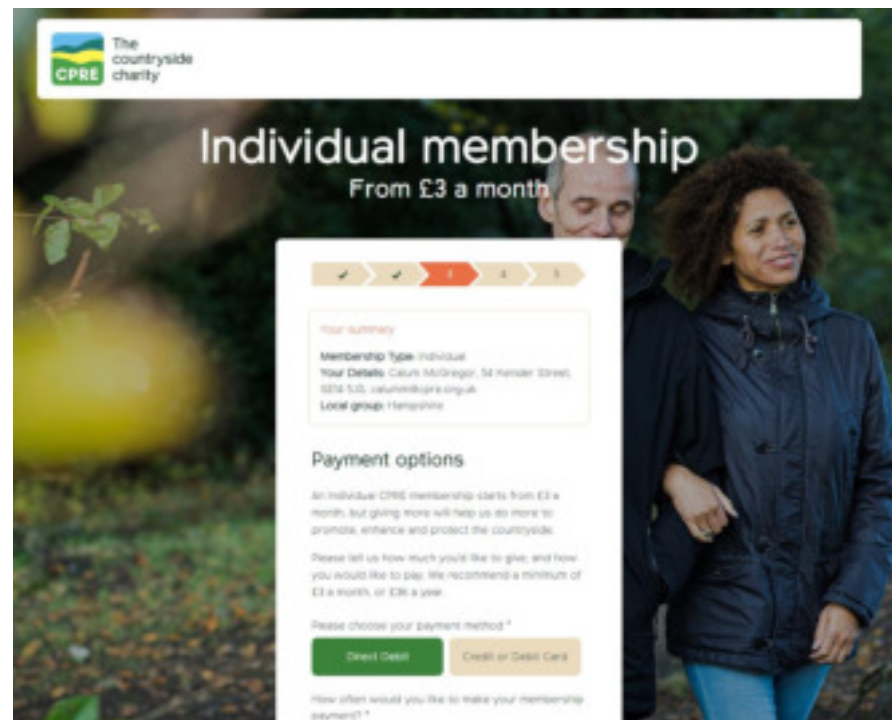
<b>Individual membership</b>	<b>Household membership</b>
From <b>£3</b> a month	From <b>£5</b> a month
<a href="#">Join us now</a>	<a href="#">Join us now</a>



# Phase 2 – Membership and donation



# Phase 2 – Membership and donation



The screenshot shows a web form for CPRE (The countryside charity) Individual membership. The form is overlaid on a background image of a man and a woman walking in a park. The form includes a progress bar at the top with five steps, where the third step is highlighted. The 'Your summary' section shows the membership type as 'Individual', the user details as 'Calvin McGregor, 54 Rander Street, 2224 5L, walsingham.org.uk', and the local group as 'Hampshire'. The 'Payment options' section explains that an individual CPRE membership starts from £3 a month but that giving more will help them do more to promote, enhance and protect the countryside. It asks the user to select how much they would like to give, with a minimum of £3 a month or £36 a year. Below this, there are two buttons for payment method: 'Direct Debit' (green) and 'Credit or Debit Card' (orange). At the bottom, there is a question 'How often would you like to make your membership payment?' with a dropdown menu.

**CPRE** The countryside charity

## Individual membership

From £3 a month

**Your summary**

Membership type: Individual  
Your Details: Calvin McGregor, 54 Rander Street,  
2224 5L, walsingham.org.uk  
Local group: Hampshire

**Payment options**

An individual CPRE membership starts from £3 a month, but giving more will help us do more to promote, enhance and protect the countryside.

Please tell us how much you'd like to give, and how you would like to pay. We recommend a minimum of £3 a month, or £36 a year.

Please choose your payment method \*

How often would you like to make your membership payment? \*

## Features

- Donation amount reminders
- Summary box
- DD/Debit card and monthly/annual switching
- Show/hide phone opt-ins

# Phase 2 – Membership and donation

2019 Individual membership card

Pages: Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 +

Redirect and filter

Add a new Redirect

1 IF a supporter field Payment method == Direct Debit THEN Redirect to <https://donate.cpre.org.uk/page/52231/donate/47chain>

Cancel Save

Add breadcrumbs

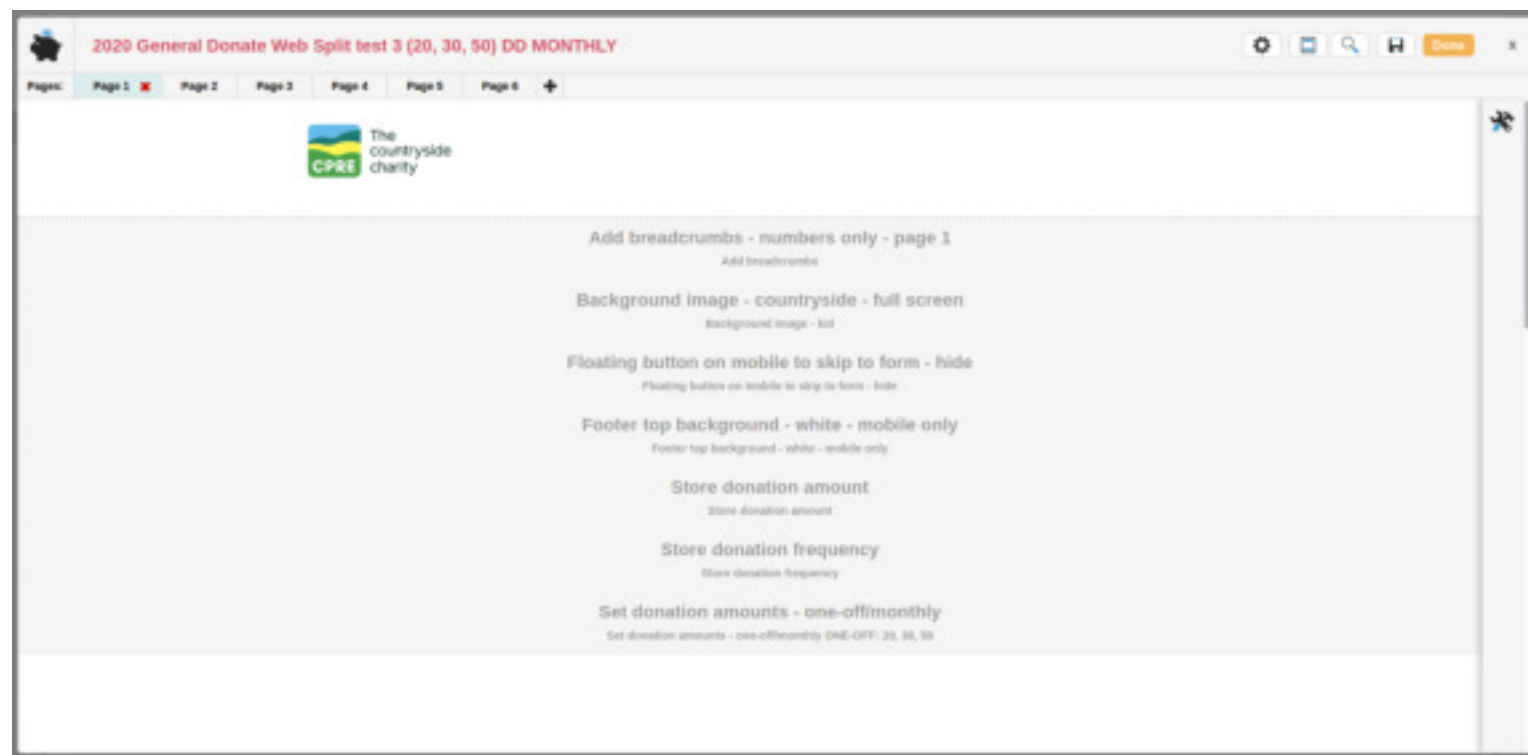
Floating button on mobile to skip to form - hide  
Floating button on mobile to skip to form - hide

Footer top background - white - mobile only  
Footer top background - white - mobile only

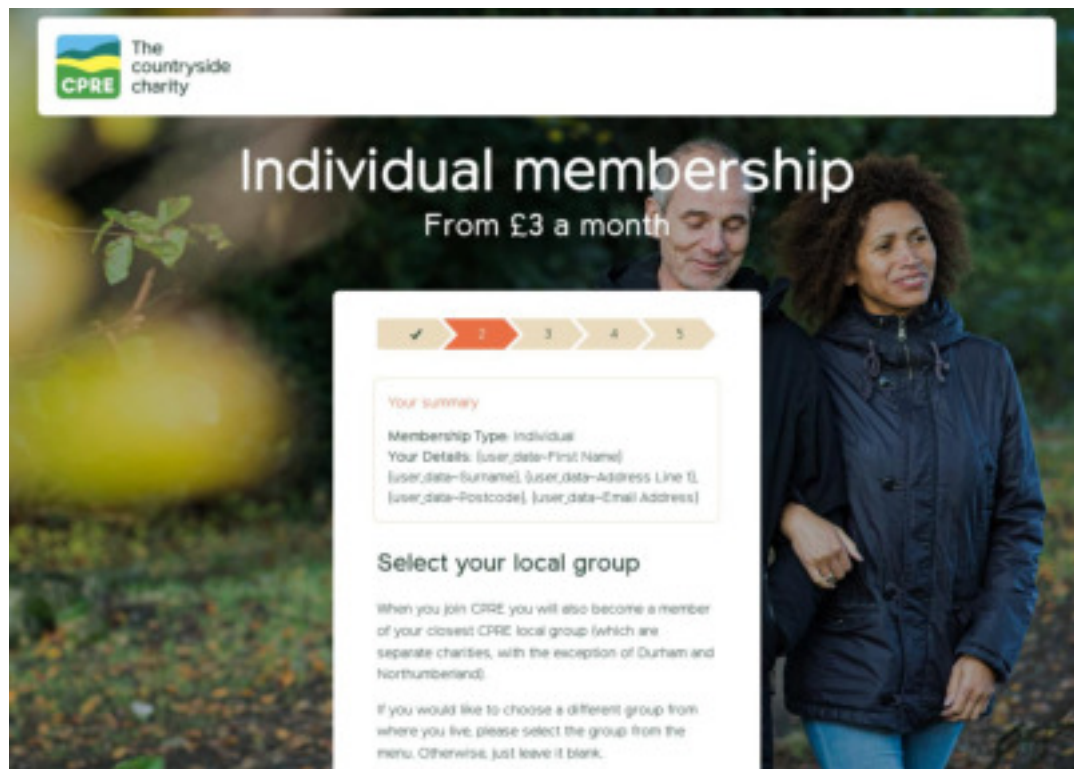
Display donation amount  
Display donation amount


Show/hide phone opt-ins  
Show/hide phone opt-ins

# Phase 2 – Membership and donation



# Phase 2 – Membership and donation



 The countryside charity

## Individual membership

From £3 a month

✓ 1 2 3 4 5

**Your summary**


Membership Type: Individual  
Your Details: {user.data-First Name}  
{user.data-Surname}, {user.data-Address Line 1},  
{user.data-Postcode}, {user.data-E-mail Address}

### Select your local group

When you join CPRE you will also become a member of your closest CPRE local group (which are separate charities, with the exception of Durham and Northumberland).

If you would like to choose a different group from where you live, please select the group from the menu. Otherwise, just leave it blank.

# Phase 2 – Membership and donation



The countryside charity

## Individual membership

From £3 a month

1

2

3

4

5

Your summary:

**Membership Type:** Individual

**Your Details:** {user.data-First Name}  
{user.data-Surname} {user.data-Address Line 1}  
{user.data-Postcode} {user.data-Email Address}

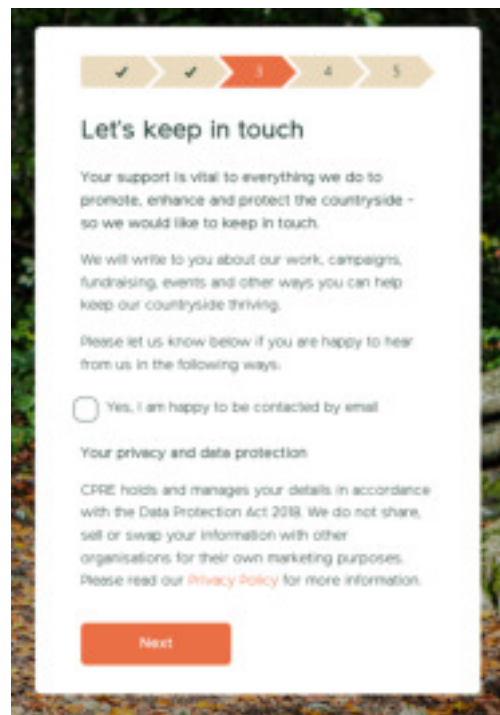
**Local group:** {user.data-CPRE Branch membership}

### Payment options

An individual CPRE membership starts from £3 a month, but giving more will help us do more to promote, enhance and protect the countryside.

Please tell us how much you'd like to give, and how you would like to pay. We recommend a minimum of £3 a month, or £36 a year.

# Phase 2 – Membership and donation



✓ ✓ 3 4 5

### Let's keep in touch

Your support is vital to everything we do to promote, enhance and protect the countryside - so we would like to keep in touch.

We will write to you about our work, campaigns, fundraising, events and other ways you can help keep our countryside thriving.

Please let us know below if you are happy to hear from us in the following ways:

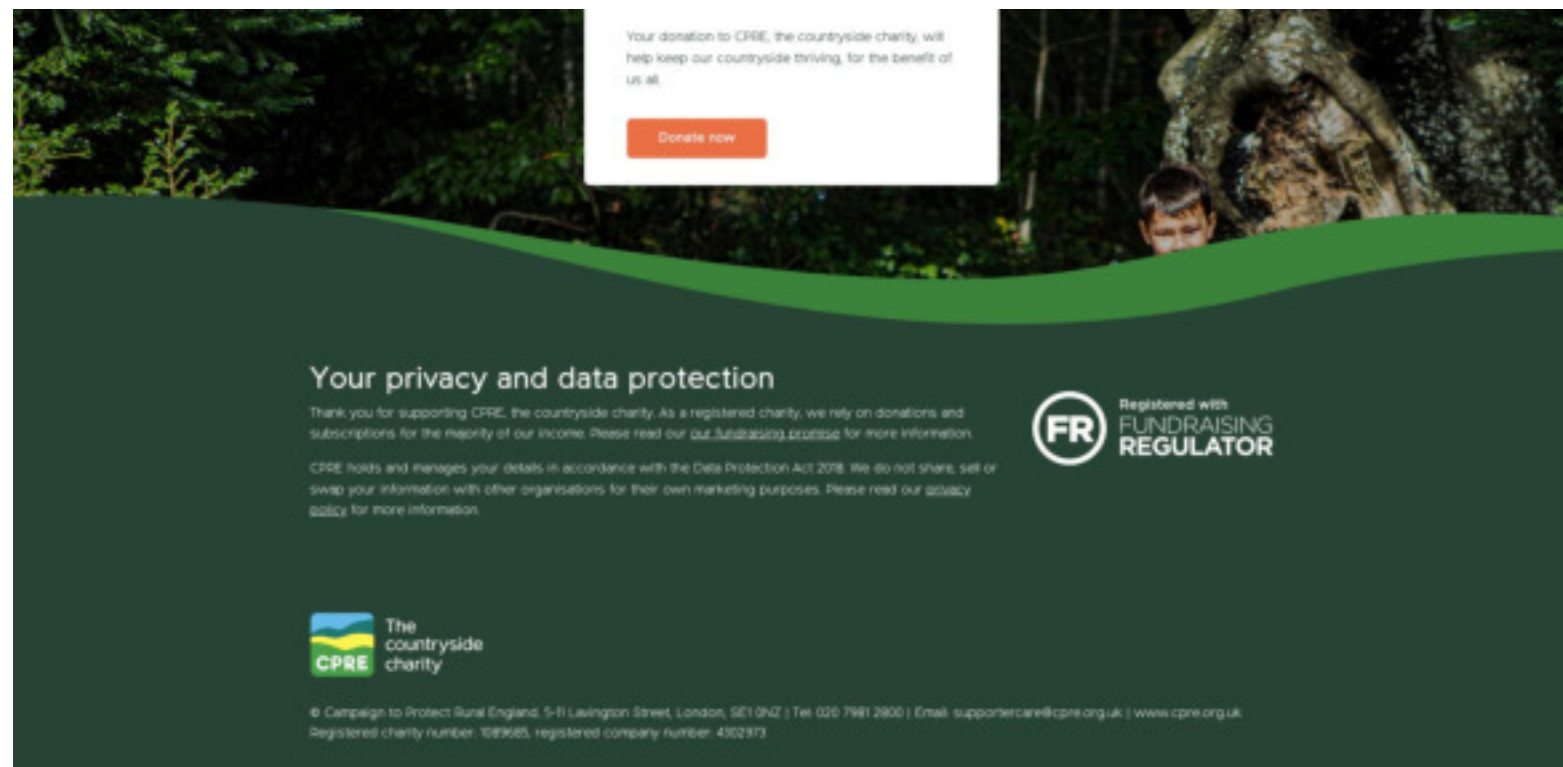
☐ Yes, I am happy to be contacted by email

#### Your privacy and data protection

CPRE holds and manages your details in accordance with the Data Protection Act 2018. We do not share, sell or swap your information with other organisations for their own marketing purposes. Please read our [Privacy Policy](#) for more information.

Next

# Phase 2 – Membership and donation

A screenshot of the CPRE website. The top half features a background image of a forest with a person's face partially visible on the right. A white box in the upper center contains text about donations and a 'Donate now' button. The bottom half has a dark green background with white text regarding privacy and data protection, the CPRE logo, and contact information.


Your donation to CPRE, the countryside charity, will help keep our countryside thriving, for the benefit of us all.


[Donate now](#)

## Your privacy and data protection

Thank you for supporting CPRE, the countryside charity. As a registered charity, we rely on donations and subscriptions for the majority of our income. Please read our [privacy and data protection](#) for more information.

CPRE holds and manages your details in accordance with the Data Protection Act 2018. We do not share, sell or swap your information with other organisations for their own marketing purposes. Please read our [privacy policy](#) for more information.

 The countryside charity

 Registered with  
**FUNDRAISING  
REGULATOR**

© Campaign to Protect Rural England, 5-11 Lavington Street, London, SE1 0NZ | Tel: 020 7981 2800 | Email: [supportercare@cpre.org.uk](mailto:supportercare@cpre.org.uk) | [www.cpre.org.uk](http://www.cpre.org.uk)  
Registered charity number: 1089685, registered company number: 4302973



# Phase 2 – Membership and donation











**Components**

- Images and Files
- Templates
- Web pages
- Text blocks**
- Code blocks
- Form blocks
- Questions and Opt-ins
- Thank you emails
- Display widgets
- Tickets and Receipts
- Convert legacy opt ins
- Next Suggested Gift
- Origin Source
- Product Management
- Manage Tracking
- Manage Channels (beta)

Home / New brand template components

New Folder

Type Name

-  Gift Aid tax info
-  Donate now header
-  Gift Aid logo & subtitle
-  Wave divider - very light grey, sky
-  Wave divider - white, sky
-  Breadcrumbs - steps - white background
-  Breadcrumbs - steps - very light grey background
-  Header text over image
-  Text block - one column, centre
-  Text block - 2 column page - left











**Components**

- Images and Files
- Templates
- Web pages
- Text blocks**
- Code blocks
- Form blocks
- Questions and Opt-ins
- Thank you emails
- Display widgets
- Tickets and Receipts
- Convert legacy opt ins
- Next Suggested Gift
- Origin Source
- Product Management
- Manage Tracking
- Manage Channels (beta)

Home / New brand template components

New Folder

Type Name

-  Text block - 2 column page - right
-  Text block - one column, left
-  Text block - one column, right
-  Wave divider - shallow - very light grey, sky
-  Wave divider - shallow - white, sky
-  Breadcrumbs - steps - white background - righthand column
-  Header text over image - Green Clean
-  Text block privacy notice - 2 column page - left
-  Header - full width left aligned
-  Text block - one column, left Brownfield header

# Phase 2 – Membership and donation

Text block Wave divider - shallow - very light grey, sky

## Text block styling

☒ Custom class names

☐ Font colour

☐ Background colour

☐ Padding

Top	Right	Bottom	Left
<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>

☐ Margin

Top	Right	Bottom	Left
<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>

☐ Border

<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="solid"/>	<input type="text" value="#000000"/>
--	------------------------------------	--------------------------------------

☐ Border radius

Top Left	Top Right	Bottom Right	Bottom Left
<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>	<input type="text" value="0"/> * <input type="text" value="px"/>

## Components

Images and Files  
Templates  
Web pages  
Text blocks  
Code blocks  
Form blocks  
Questions and Opt-ins  
Thank you emails  
Display widgets  
Tickets and Receipts  
Convert legacy opt-ins  
Next Suggested Gift  
Origin Source  
Product Management  
Manage Tracking  
Manage Channels (beta)

Home / New brand template components

New Footer

Type Name

- ☐ Add breadcrumbs - page 1
- ☐ Add breadcrumbs - page 2
- ☐ Add breadcrumbs - page 3
- ☐ Background image - countryside
- ☐ Footer top background - very light grey
- ☐ Footer top background - white
- ☐ Floating button on mobile to skip to form - hide
- ☐ Mobile skip to form button
- ☐ Add breadcrumbs - numbers only - page 1
- ☐ Add breadcrumbs - numbers only - page 2

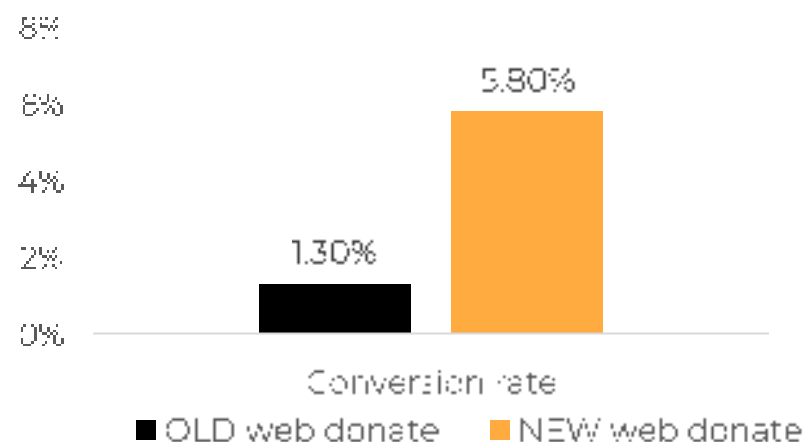
# Phase 2 – Membership and donation

The screenshot displays a web application interface. On the left is a sidebar titled 'Components' with a list of categories: Images and Files, Templates, Web pages, Text blocks, Code blocks, Form blocks (highlighted), Questions and Opt ins, Thank you emails, Display widgets, Tickets and Receipts, Convert legacy opt ins, Next Suggested Gift, Origin Source, Product Management, Manage Tracking, and Manage Channels (beta). The main content area is titled 'Home / New brand template components' and features an orange 'New Form' button. Below this is a filter section with 'Type' and 'Home' (selected). A list of form blocks follows, each with a grid icon and a title:

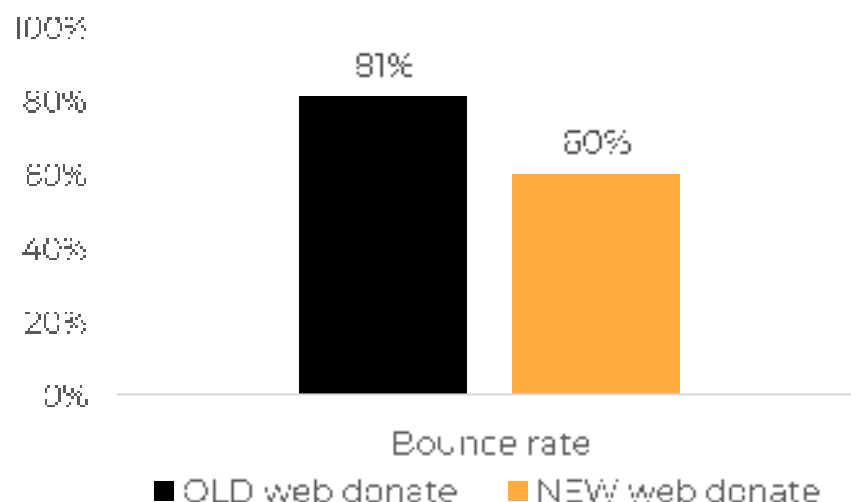
- Gift Aid declaration
- Card Details Form Block
- Form block - 2 column page - right
- One column - form block - centre
- Form block - 2 column page - left
- One column - form block - left
- One column - form block - right
- ALL Card Details Form Block, inc country
- ALL Card Details Form Block, full screen image centre
- ALL Personal Details Form Block, inc country Full screen image centre

# Results – General donate pages

Conversion rate – web donate

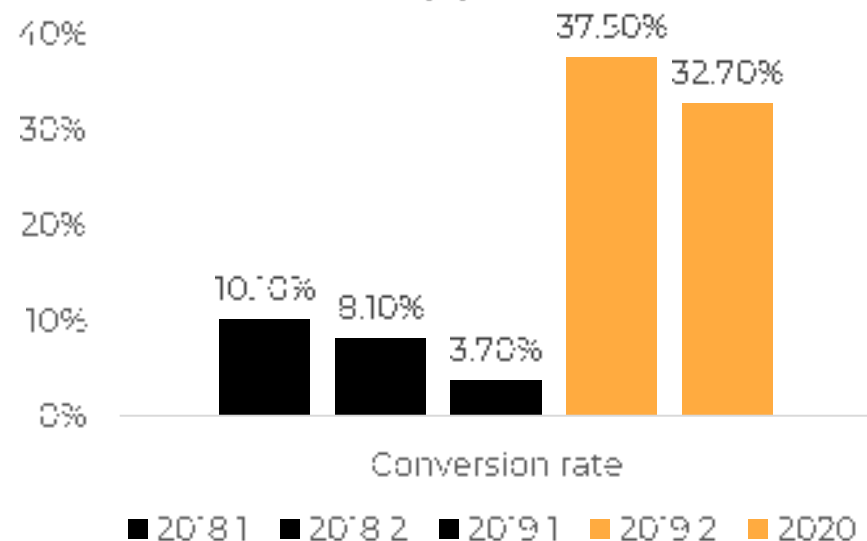


Bounce rate – web donate

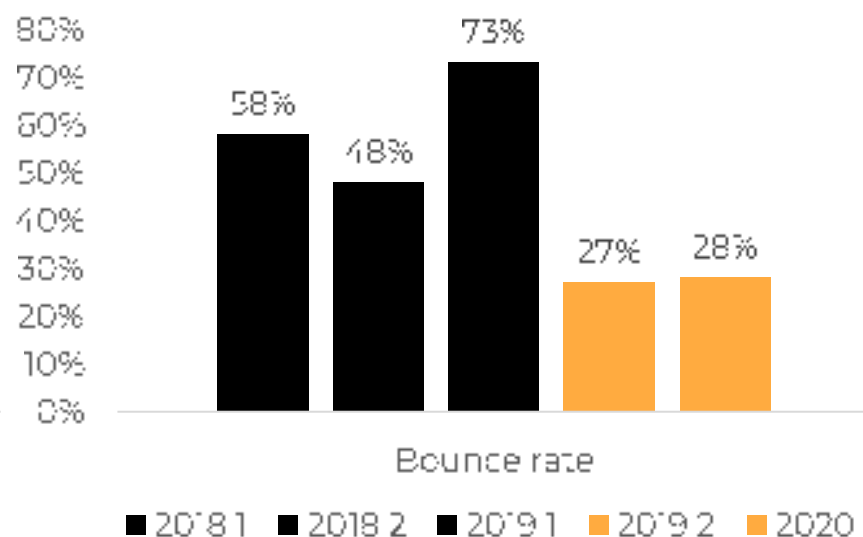


# Results – Email appeal pages

Conversion rate – email appeals

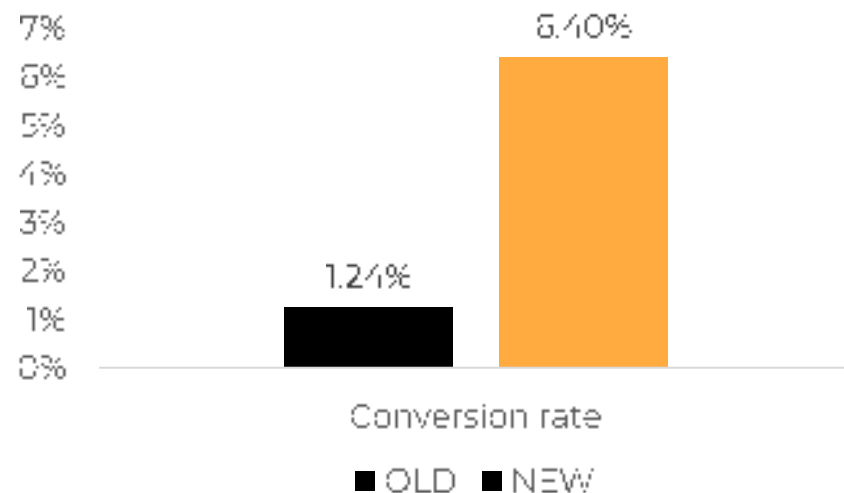


Bounce rate – email appeals

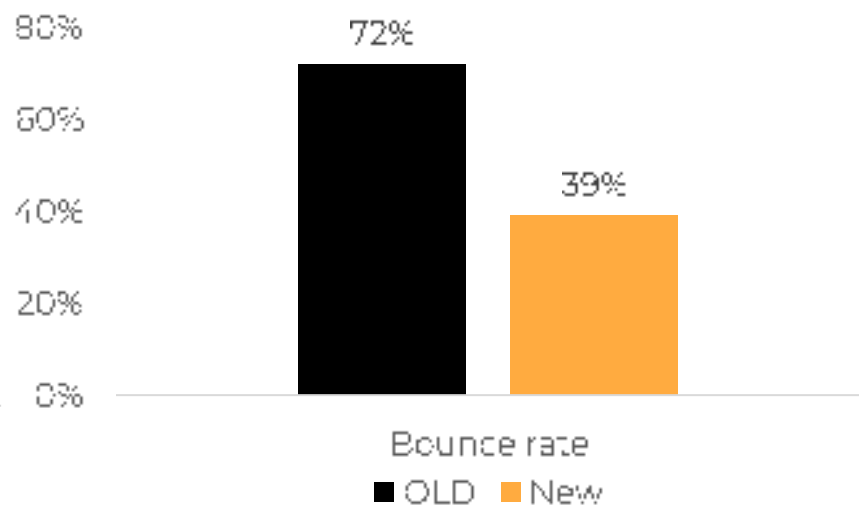


# Results – Membership pages

Conversion rate –  
membership



Bounce rate – membership



# Key learnings

- Take an iterative approach
- Work with someone who knows their stuff
- Assemble a small group of stakeholders
- LEAVE MORE TIME
- Phased approach with a backlog
- Go into it with an evidence base

# Thank You.

## Any questions?

Calum McGregor

E: [calumm@cpre.org.uk](mailto:calumm@cpre.org.uk)

Glyn Thomas

E: [glyn@glyn-thomas.co.uk](mailto:glyn@glyn-thomas.co.uk)

W: [glyn-thomas.co.uk](http://glyn-thomas.co.uk)